



**Euromonitor
International**

Megatrends: Sustainable Living - Impact on Consumer Goods and Service Categories

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INTRODUCTION

Megatrends: Sustainable living impact on consumer goods and service categories

Leaders harness megatrends to disrupt a market

Key findings

The rise of sustainable living

Embracing sustainable living on a budget

Paving the way for sustainability to become mainstream

SUSTAINABLE LIVING AND CONSUMER GOODS AND SERVICES

The pace of development of sustainable living across consumer goods and services

Budget-friendly healthier eating sparks food and beverage claims scrutiny

Albertsons boosts plant-based private label for budget-conscious shoppers

Clean beauty sparks consumers desire for transparency in beauty and personal care

Levitte beauty's affordable skin care lands at Family Dollar

The rise of eco-conscious alternative consumer choices in apparel and personal accessories

Primark introduces budget-friendly circular fashion line and in-store recycling stations

Sustainable practices are unlocking savings in consumer foodservice

Sweetgreen expands Low Carbon Collection offer, enhancing transparency

IMPLICATIONS FOR FUTURE GROWTH

Sustainable living remains a megatrend to watch

Key takeaways

Leverage the power of megatrends to shape your strategy today

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/megatrends-sustainable-living-impact-on-consumer-goods-and-service-categories/report.